

ABSTRACT OF THE DISCLOSURE

A user information item is associated with a data set selected by a user for delivery over an electronic network. The user's present and previous data selections are analyzed to identify a user information category related to at least one of these data selections, and the user information item is chosen from the identified user information category. User information items can be combined or associated with a video, animation or multimedia data set selected by a user for delivery over an electronic network.

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